

APPLE PERSONAL OFFICE SYSTEMS PRODUCTS
AUGUST 15, 1983 -- CONFIDENTIAL DEALER PRICE LIST



Product	Description	Note	Suggested Retail Price	1-3	4-9	10-19	20-39	40-79	80+
LISA OFFICE SYSTEMS									
+ A6P0001	Lisa Office System		9995.00	6897.00	6497.00	6497.00	6497.00	6497.00	6497.00
+ A6P0002	Lisa Demo System (one per authorized dealer location)		N/A	5995.00	N/A	N/A	N/A	N/A	N/A
LISA DISK DRIVE AND ACCESSORY									
+ A9M0005	ProFile Disk Drive	1	2095.00	1425.00	1340.00	1315.00	1280.00	1240.00	1215.00
A6C0005	ProFile Accessory Kit for Lisa	1	N/A	36.00	36.00	36.00	36.00	36.00	36.00
LISA PRINTERS AND ACCESSORIES									
+ A3M0025	Daisy Wheel Printer		2195.00	1384.00	1341.00	1309.00	1292.00	1276.00	1259.00
A6C0351	DWP Accessory Kit for Lisa	2	N/A	21.00	20.00	19.00	18.00	17.00	16.00
+ A2M0072	DWP Tractor Forms Feeder		279.00	184.00	179.00	174.00	168.00	163.00	157.00
A2M0074	Multi-Strike Ribbon (LQP) (6/pack)		10.50ea	40.00	39.00	38.00	37.00	36.00	36.00
A2M0081	Printwheel, Boldface (6/pack)		13.75ea	53.00	51.00	50.00	48.00	47.00	47.00
A2M0079	Printwheel, Courier 10 (6/pack)		13.75ea	53.00	51.00	50.00	48.00	47.00	47.00
A2M0080	Printwheel, Gothic 15 (6/pack)		13.75ea	53.00	51.00	50.00	48.00	47.00	47.00
A2M0078	Printwheel, Prestige Elite (6/pack)		13.75ea	53.00	51.00	50.00	48.00	47.00	47.00
+ A2M0058	Dot Matrix Printer		675.00	419.00	406.00	393.00	381.00	371.00	361.00
A6C0350	DMP Accessory Kit for Lisa	2	N/A	21.00	20.00	19.00	18.00	17.00	16.00
A2M0077	Cloth Ribbon (DMP) (6/pack)		10.50ea	42.00	40.00	39.00	38.00	37.00	36.00
INTERFACE CARDS									
A6BB101	Parallel Interface Card		195.00	127.00	121.00	121.00	121.00	121.00	121.00
LISA MISCELLANEOUS ACCESSORIES									
A9D0001	Fileware Blank Diskettes (5/pack)		60.00	43.00	42.00	41.00	40.00	40.00	40.00

Notes:

- + - Product eligible for floorplanning.
- 1 - The ProFile Disk Drive and Accessory Kit for Lisa are included in the total Suggested Retail Price. The Accessory Kit is sold with ProFile and not as a stand alone product to the consumer.
- 2 - The Apple Printers (DMP/DWP) and Accessory Kits for Lisa are included in the total Suggested Retail Price. The Accessory Kit is sold with the printers and not as a stand alone product to the consumer.

SOFTWARE AND MANUALS FOR LISA

Software and Manuals qualify for an Apple Software credit. The schedule below is based on total dollar volume (net of returns) of software and manuals purchased during each Apple fiscal month. Credit is based on invoices (not including freight, insurance and special promotions except when noted).

MONTHLY DOLLAR VOLUME*

CREDIT (% OF MONTHLY \$ VOLUME)

Up to \$3000	0%
\$3001. to \$6000.	3%
\$6001. to \$10,000.	6%
\$10,001. to \$50,000.	11%
\$50,001. to \$100,000.	15%
Over \$100,001.	20%

APPLE FISCAL MONTH

FROM

TO

July	July 2, 1983	August 5, 1983
August	August 6, 1983	September 2, 1983
September	September 3, 1983	September 30, 1983

* Based on invoices net of returns, freight and insurance.

Product	Description	Note	Suggested Retail Price	1-3	4-9	10-19	20-39	40-79	80+
LISA SOFTWARE									
+ A6D0103	BASIC-Plus	2	295.00	180.00	174.00	174.00	174.00	174.00	174.00
+ A6D0104	COBOL	2	995.00	607.00	587.00	587.00	587.00	587.00	587.00
+ A6D0101	Pascal	2	595.00	363.00	351.00	351.00	351.00	351.00	351.00
+ A6D0157	LisaTerminal	2	295.00	180.00	174.00	174.00	174.00	174.00	174.00
LISA REFERENCE MANUALS									
A6L0112	BASIC-Plus Manual Set	2	45.00 set	27.00	27.00	27.00	27.00	27.00	27.00
A6L0113	COBOL Manual Set	2	95.00 set	57.00	57.00	57.00	57.00	57.00	57.00
A6L0101	Hardware Reference Guide	2	45.00 ea	27.00	27.00	27.00	27.00	27.00	27.00
A6L0103	Owner's Guide	1	45.00 ea	27.00	27.00	27.00	27.00	27.00	27.00
A6L0111	Pascal Manual Set	2	95.00 set	57.00	57.00	57.00	57.00	57.00	57.00
A6L0141	LisaCalc Manual	1	45.00 ea	27.00	27.00	27.00	27.00	27.00	27.00
A6L0142	LisaDraw Manual	1	45.00 ea	27.00	27.00	27.00	27.00	27.00	27.00
A6L0143	LisaGraph Manual	1	45.00 ea	27.00	27.00	27.00	27.00	27.00	27.00
A6L0145	LisaList Manual	1	45.00 ea	27.00	27.00	27.00	27.00	27.00	27.00
A6L0146	LisaProject Manual	1	45.00 ea	27.00	27.00	27.00	27.00	27.00	27.00
A6L0147	LisaTerminal Manual	2	45.00 ea	27.00	27.00	27.00	27.00	27.00	27.00
A6L0144	LisaWrite Manual	1	45.00 ea	27.00	27.00	27.00	27.00	27.00	27.00

Notes:

+ - Products eligible for floorplanning.

1 - Available only with Lisa Office System at this time. Availability as a stand alone product to be announced.

2 - Availability to be announced.

Product	Description	Note	Suggested Retail Price	1-3	4-9	10-19	20-39	40-79	80+
LITERATURE									
A6F0019	18 Page Brochure (25/pack)		N/A	20.00	20.00	20.00	20.00	20.00	20.00
A6F0018	4 Page Flyer (25/pack)		N/A	6.25	6.25	6.25	6.25	6.25	6.25
A9G0200	Guide to Personal Computers In Education (25/pack)		1.95 ea	20.00	20.00	20.00	20.00	20.00	20.00

DATA SHEETS

A6F0004	BASIC-Plus Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0005	COBOL Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0010	Daisy Wheel Printer Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0011	Dot Matrix Printer Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0013	LisaCalc Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0002	LisaDraw Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0014	LisaGraph Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0001	LisaList Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0003	LisaProject Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0008	LisaTerminal Data Sheet (25/pack)	1	N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0012	LisaWrite Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0020	Parallel Interface Card (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0006	Pascal Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0009	ProFile Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0017	System Hardware Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75
A6F0016	System Overview Data Sheet (25/pack)		N/A	3.75	3.75	3.75	3.75	3.75	3.75

APPLECARE CARRY-IN SERVICE FOR LISA PRODUCTS

SC60014	Lisa Office System	360.00/yr	234.00/yr
SC30011	ProFile Disk Drive	150.00/yr	98.00/yr
SC30010	Daisy Wheel Printer	150.00/yr	98.00/yr
SC20005	Dot Matrix Printer	60.00/yr	39.00/yr
A2F0152	AppleCare Carry-In Service Registration Form (25/pack)	N/C	N/C

LISA TRAINING COURSES

SE60002	Dealer Trainer Certification (Per student)	N/A	400.00	400.00	400.00	400.00	400.00	400.00
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Notes:

1 - Availability to be announced.

Apple, the Apple Logo, Lisa and ProFile are trademarks of Apple Computer, Inc.

This price list supercedes all previous price lists.
Price Lists are subject to change without notice.
Products subject to discontinuation without notice.
Quantity prices apply to single delivery, single location.